Corporate Profile



MediaMix360

WE GO BY THE NAME OF

OUR CORE SPECIALITY ISIntegrated media strategy,
planning and buying. Insights and

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

OUR BIG CLIENTS

SANRAL, RTIA, RSB

OUR OLDEST ACCOUNTS
RSB

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS RTIA. Lonmin

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

WHO OWNS US

100% Local Independent. **OUR BEE RATING**

Level 1

OUR REVENUE BAND 200 – 250m

THIS IS HOW MANY
PERMANENT EMPLOYEES WE
HAVE

16

WHO'S THE BOSS

OUR BUSINESS IN 140 CHARACTERS

MEDIAMIX 360 is one of South Africa's few 100% LOCAL 100% B-BBEE full service media agencies.

A dynamic and growing company that enables us to offer clients a bespoke and personalised service based on their unique needs. We integrate fully with client marketing teams to deliver a 360 communication solution.

Our team is strategic and

diverse; to be relevant in today's dynamic society we work with a combination of experts spanning digital marketing, offline classical media, social media marketing, SEO marketing.

culture of entrepreneurship, which MD research/statistical analysts and Andile Kona has inculcated in growing data scientists. We believe that the agency and its client base. The strategy is one thought process. agency understands its citizenship as a Our work is informed by a deep South African company and its role in understanding of the consumer's contributing to job creation, upskilling current needs and behaviours, and awareness of constant, active the youth, and ultimately contributing and instant change. What we to the growth of the South African don't know we research, using economy bespoke techniques and Consequently, despite a challenging commissioned studies. Today,

models.

OUR KEY MOMENT IN THE
PAST 12 MONTHS IN 50

fully integrated service offering to

SO YOU LIKE US. THIS IS HOW

YOU GET IN TOUCH WITH US

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y @TeamMediaMix360

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navigate a complex business

environment with our clients.

flexibility is mandatory. Our

stream-lined model is more

cost-effective than traditional

Kona observes a resistance from clients to making long-term decisions, characterised by short term actions In the past 12 months there have been several key moments; most albeit with a long term view. In important is the development of addition, procurement has taken a our team. We've on-boarded primary role in the decision-making senior specialists and our team process. Going forward, Kona expects has grown and developed from this trend to continue. He explains that these specialisations. We have created jobs for several interns MediaMix360 will, in response, gear up and put in place a nurturing and to be proactive in responding to this development programme. Our trend, while enhancing its resources. win of RTIA and Lonmin helped processes and tools to deliver to grow our business so that we can continue with our entrepreneurial spirit of growth and development. And lastly, we have achieved a

Kona, who is also the deputy chair of the Advertising Marketing Forum, says industry transformation is imperative. "We all need to take part and be involved in the economy broadly and the industry specifically as equal indigenous citizens of South Africa. I want to see more black youth joining and thriving in the industry, people of colour and women taking up more senior positions, and more

At MediaMix360, the strategic and

diverse team makes a point of adding

value for its clients by looking beyond

This approach is underpinned by a

economic environment, the agency has

grown over 100% this year thorugh a

combination of new and organic

traditional advertising channels to

strategies and enhance messaging.

amplify their communications

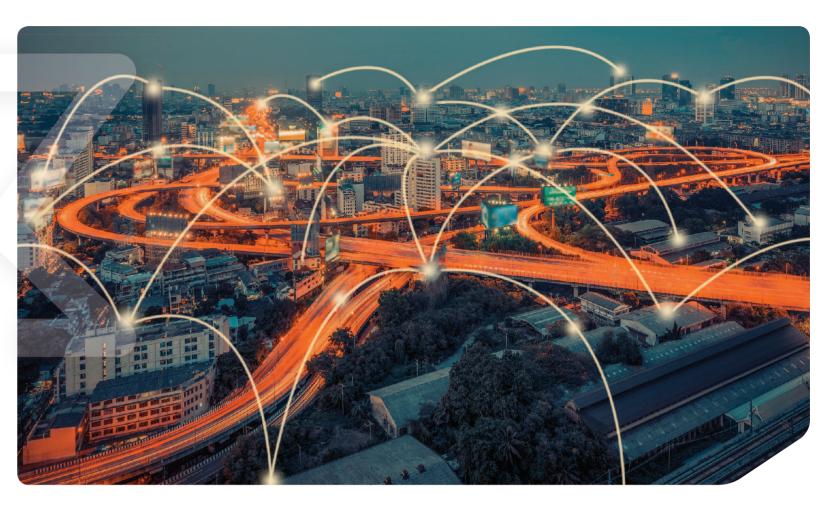
importantly, local marketers having faith in local agencies, particularly black-owned agencies."

The agency's ability to stay on trend is enhanced by the fact that its team is lean and agile, meaning the job gets done and the team is highly responsive. "We connect brands with their consumers because our work is informed by a deep understanding of the current needs and behaviours of consumers and an awareness of constant, instant and active change," Kona explains.

Because MediaMix360 is actively engaged with the entire communication value ecosystem, Kona explains that the agency is able to provide grounded, practical and actionable solutions that are tailored to each client's needs.

The philosophy at MediaMix360 is one that promotes an independent, strategically motivated perspective. "We are not driven by annual production income targets," Kona maintains. He explains that the agency operates within a flat structure and every individual is an expert in their particular field, which allows the agency to access and leverage the expertise and capabilities of the team for the client's benefit. Having recently opened an operation in Cape Town. Kona says the agency has its eye on winning blue-chip clients over the next few months. The agency is building and growing its reach and offering across Africa, while continuing to drive new business growth and upskill expertise. "Our goal is to be the industry standard across the continent," Kona concludes.





The right mix for your brand.

We are South Africa's agile and expert media agency with innovative thinking and tools to connect your brand and consumers effectively and efficiently.

Because we are 100% independent, we have the freedom and flexibility to tailor and adapt solutions to your needs, budgets or urgency, to get the right impact and best business results.

We are a truly South African company (Level 1 BEE) with an extensive African and global network to enable us to deliver your brand in South Africa and beyond.

GET THE RIGHT MIX FOR STRATEGY. PLANNING. BUYING.

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